

CONTINENTAL CABLEVISION

GENERAL

Fiber Optic Backbone Description

ADS

Affinity marketing example

WWW.CONTINENTAL.COM

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MISC. REPORTS AND NEWS ARTICLES

"Cable Company to Offer Phone Package Deals," *Detroit Free Press*, September 21, 1996.

"Eaton Rapids Cable System Offers 21st Century Services," *Press Release*, January 22, 1996.

"Continental Cablevision Granted License to Provide Local Telephone Service," *Press Release*, September 12, 1996.

Other press releases



Who We Are

Where we live and
where we're going

Tune In To Our Networks

Information on all the
cable channels

News and Press Releases

Peruse our press releases

Internet Access

High-speed connection
into your home

Where We Are

Search for your local
cable information

Interactive TV Listings

Find out about our favorite
programs

Customer Handbook

The handbook, glossary
and toolkit

Market Share Program

Recognizing the value of
cable, we'd like
to recognize you

Enjoy your visit, and before you head out, don't forget to bookmark our site:

www.continental.com

We are constantly updating and making changes based on your feedback.



Continental Cablevision

Home

About Us

©

Tomorrow

Tomorrow's technology is ready today.

For many people, the Information Superhighway is more fantasy than reality. A yellow brick road of technological wizardry.

But what most people don't realize is that the Information Superhighway has been under construction for nearly three decades. And that it's ready to go. Right now.

A brief retrospect will yield some valuable insight:

Long before TV's grand entrance into the American living room, the telephone company built a national telecommunications system that used "twisted pair" lines to transmit switched, narrow-band telephone calls. These "twisted pairs" have enough capacity to handle a telephone signal, but not much more.



Coaxial cable is another story.

A single video signal is about 2,000 times bigger than a telephone call, so video signals must be carried over high capacity coaxial cables rather than the limited bandwidth "twisted pair" wires used by telephone companies. Since most early cable systems offered 10 to 12 television channels, the coaxial cables that we installed were electrically about 20,000 times larger than the wires used the telephone. Today Continental offers most customers 54 or more channels of television programming, so our "average" cable system can easily carry more than 100,000 times as much information as a conventional telephone line.



Because of this size difference between video and telephone, two different "wired" telecommunications infrastructures were built in America: a narrow-band, two-way, switched audio service (the telephone system) and a wide-band, one-way, unswitched video service (the cable TV system). Although their designers didn't realize it at the time, the architecture of these two distinctly different telecommunication systems would have wide-ranging, long-term effects.

Over time, we rebuilt and upgraded our cable systems to handle more and more television signals, expanding our pipeline's capacity. Today that same coaxial cable architecture can accommodate the vast transmission needs of the Information Superhighway. In fact, Continental is already delivering Information Superhighway services over coaxial cable in many metropolitan markets.

Simply put, our larger pipeline can handle anything that comes down the pike.

Fiber optic backbone.

Today's advanced cable systems are constructed of more than just coaxial cable. Continental's current cable system architecture relies on a high capacity fiber optic cable "backbone" that interconnects individual cable system "head

ends." The results are clearly satisfying: improved signal quality and increased reliability.

Using a fiber optic backbone, signal distribution to customers is over high capacity coaxial cable. Together they form an advanced hybrid fiber/coaxial architecture - the network of the future.

Our extensive networks of fiber optic cables, along with an even more widespread installed base of coaxial cable, enables Continental to transmit video, voice and data in key markets in New England, the Midwest, California and Florida.

In many of these markets, Continental operates Metropolitan Area Networks capable of handling large volumes of high speed computer traffic. In other markets, Continental interconnects with Teleport Communications Group (TCG), a competitive access provider owned jointly by Continental and several other leading cable companies. TCG provides high volume business users with voice and data telecommunications services including alternative long distance access. Through arrangements with TCG, Continental is able to offer business customers a wide variety of telecommunications options at competitive prices.

Our commitment to technology is paying off in other ways, too. Continental was selected by GTE to distribute its interactive television service MainStreet to more than 550,000 homes -- making it the largest interactive television service in the country. Using nothing more than a TV set and a set-top device, a subscriber can shop and bank from home. Or play a game. Or make airline reservations. Or get the latest news.

Two-way transactional services.

Traditionally, cable television has been a one-way, subscription-based service. To serve the needs of the Information Superhighway, however, cable is quickly becoming a two-way street.

As more and more cable systems are rebuilt using our advanced hybrid fiber optic/coaxial cable architecture, Continental's offerings will expand to include two-way services such as residential and commercial voice, video and data communications.

In fact, the future is here now. Already several of Continental's cable systems offer high-speed access to the Internet, a global network of computer databases. Our residential Internet subscribers can jump on the Internet at 500 kilobits per second -- 50 to 300 times faster than using conventional phone lines. And at speeds of up to 4 megabits per second, our commercial Internet service is even faster.

The important thing to understand is this: Because of our extensive, expanding network, computer data can be communicated over our fiber/coaxial network at speeds hundreds and even thousands of times faster than conventional telephone lines.

Even residential areas can take advantage of these affordable high-speed communications services because the infrastructure needed for these advanced services is the same fiber optic and coaxial cables already in place for delivering cable television service to residences in our service areas.

It is this portion of the Information Superhighway -- often called "The Last Mile" -- that has historically been the hardest, slowest and most expensive section to build. Fortunately, we've already built it -- using high capacity coaxial cable. Across the country, street by street and door to door, in more than 750 communities in the United States.

The digital revolution.

By definition, computer data is digital. But telephone calls, facsimiles and even television programs can be

converted from analog to digital signals. Once converted, digital signals can be "compressed" allowing for many more channels than could otherwise be carried.

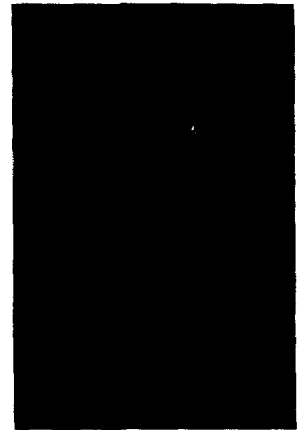
Using digital compression, a 50 channel cable system could be made to carry as many as 500 video channels. And that isn't the half of it.

With so many channels available, subscribers will be able to order pay-per-view movies and watch them at times convenient to them. This expanded digital bandwidth will also allow new information and entertainment services including High Definition TV (HDTV)-- television with the picture quality of a 35mm motion picture -- and video games.

One of the true marvels of this technology is that because of the way it works, we will be able to change the way we work and live.

Thinking Globally.

Today, Continental Cablevision has emerged not only as a leading provider of communications services in the United States, but increasingly in other parts of the world as well. Continental is a partner in a joint venture with three Singapore companies to build and manage a state-of-the-art fiber optic/coaxial cable communications system for the island nation of Singapore. When completed in the late 1990's, the system will provide Singapore's 800,000 households, businesses and institutions with one of the most advanced telecommunications systems anywhere in the world.



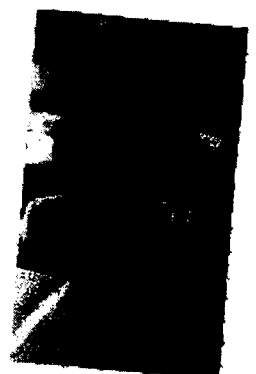
Continental is also a partner with Optus Communications the largest alternative long distance carrier in a joint venture to provide a wide range of advanced broadband communications and interactive entertainment and information services to Australian consumers. A highly advanced hybrid fiber optic/coaxial cable network will be deployed in key urban markets throughout Australia and will offer customers unprecedented choice in local and international television services as well as local phone calls. The network is expected to cover more than 50 percent of Australian homes by 1998 and will be the first in the world to deliver phone calls to the home exclusively over a fiber optic-coaxial cable network.

In addition to joint ventures in prime markets of the Asia Pacific region, Continental is also a 50% owner of Video Cable Comunicacion, S.A., ("VCC") the largest cable television company in serving more than 650,000 subscribers in Buenos Aires and other Argentine cities. The Argentine cable television market is the most highly developed in Latin America. VCC plans to maintain its leadership position through further acquisition and internal growth.

Acting Locally.

Notwithstanding our increasingly global presence, Continental acts as a local communications company, wherever we operate. Our corporate structure is highly decentralized with regional offices located across the country and around the world, whose managers are empowered to make their own decisions, taking into consideration local needs, cultures and customs. In human terms, this allows our managers and employees (who largely come from the local workforce) to interact closely with our customers.

Supported by more than 10,000 employees worldwide, local management in each of our operations is entrusted to make its own decisions about the specific entertainment, cultural,



educational, business and public service needs of each individual community that we serve.

Continental is committed to building a work force which reflects the diversity of the communities it serves. Nowhere is that commitment more evident than in South Central Los Angeles where virtually 100% of Continental's workforce and management come from the South Central community. Special recruiting programs assure a work force representative of all of the various communities we serve.

In fact, for all of our technological prowess, our real expertise is in people skills. Continental is known throughout the industry as being "close to the customer," and our customer service delivery is considered second to none. So is our training. With six regional training centers strategically located throughout the U.S., Continental operates the most extensive (and most expensive) employee training program in the cable industry. On average we invest \$2,000 per employee each year just to train people in technical and customer service disciplines.

We even developed our own highly advanced data processing system to handle billing and customer services such as scheduling repairs and installations. It's called SAM (Subscriber Account Management), and it not only does SAM work for us, it's now also being used by other leading cable companies.

Over the years, these innovations and investments have yielded many satisfying returns, and they have won for Continental every major industry award for customer service, overall management excellence, marketing, technological innovation and financial acumen.

Equally rewarding is what we return to the communities we serve. Right now, Continental systems across America are bringing students the world through Cable in the Classroom. Co-founded by Continental, Cable in the Classroom provides quality commercial-free educational programs that teachers can use to enhance and enliven learning. This service is provided at no cost to schools in communities served by Continental.

As an outgrowth of our highly regarded Cable in the Classroom program, Continental has launched a national media literacy effort. Our goal is to improve children's TV viewing habits by providing teachers with resources to help schools start media literacy programs and to help parents take charge of their family's TV viewing. Continental believes that teaching children how to use TV must be a national priority, leading to a society that is literate not only in the printed word, but also in the use of electronic media.

For the past 30 years, customers, franchising authorities and those in the cable industry alike have been quick to recognize Continental Cablevision for not only its sense of responsibility to the community, but also its responsiveness to the needs of our customers everywhere -- a reputation we're proud of and work to keep every day.

So in a world that's been accustomed to moving at the speed of sound, Continental Cablevision is responding at the speed of light.

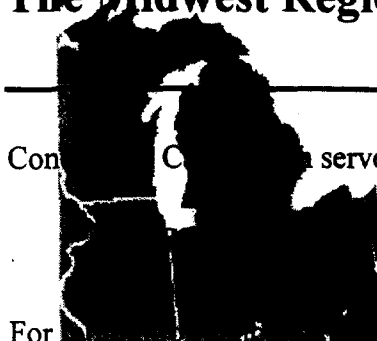
The most important connection in telecommunications isn't between machines. It's between people.

Technology is just a tool. It allows people to remain close to one another regardless of the distance between them. Whether it's across town or around the world.

This is especially true in the telecommunications industry. It is by working in close connection with communities that we at Continental Cablevision are able to bring a world of possibilities to our customers.



The Midwest Region



Continental Cablevision serves the following states in the Midwest region:

For each state, click on the map or the name of the state.

To search for your town, enter its name (e.g. **Berwick**) or its state (e.g. **Maine**).

Midwest Region: [Press Releases](#) and [Job Postings](#) | [Yahoo's Guide To The Midwest Region](#)

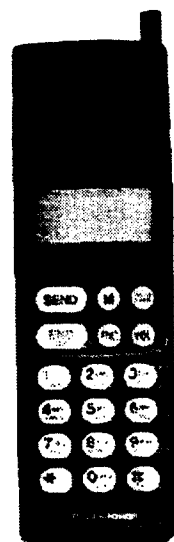


IBEW-CWA AND FRIENDS

TAKE ADVANTAGE OF GREAT DEALS ON PAGERS AND CELLULAR PHONES!

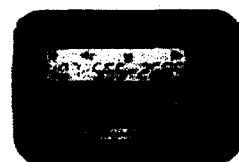
Phones

- Free Audiovox C4300 Cellular Phone With Fraud Protection and A Cigarette Adaptor
- Corporate Rate as low as \$12.95
- Free Weekends until '97!
- \$35 Activation Fee Waived
- Free: Voice Mail, Call Waiting, Call Forwarding and 3-Way Calling
- 200 Free Minutes
- 25% Off Service Charges for 6 Months



Pagers

- Corporate Pager Rate is \$6.95
Includes Voice Mail



GET DIALED IN!

Ring.

Robert Hollender

Pager: 312-963-9445

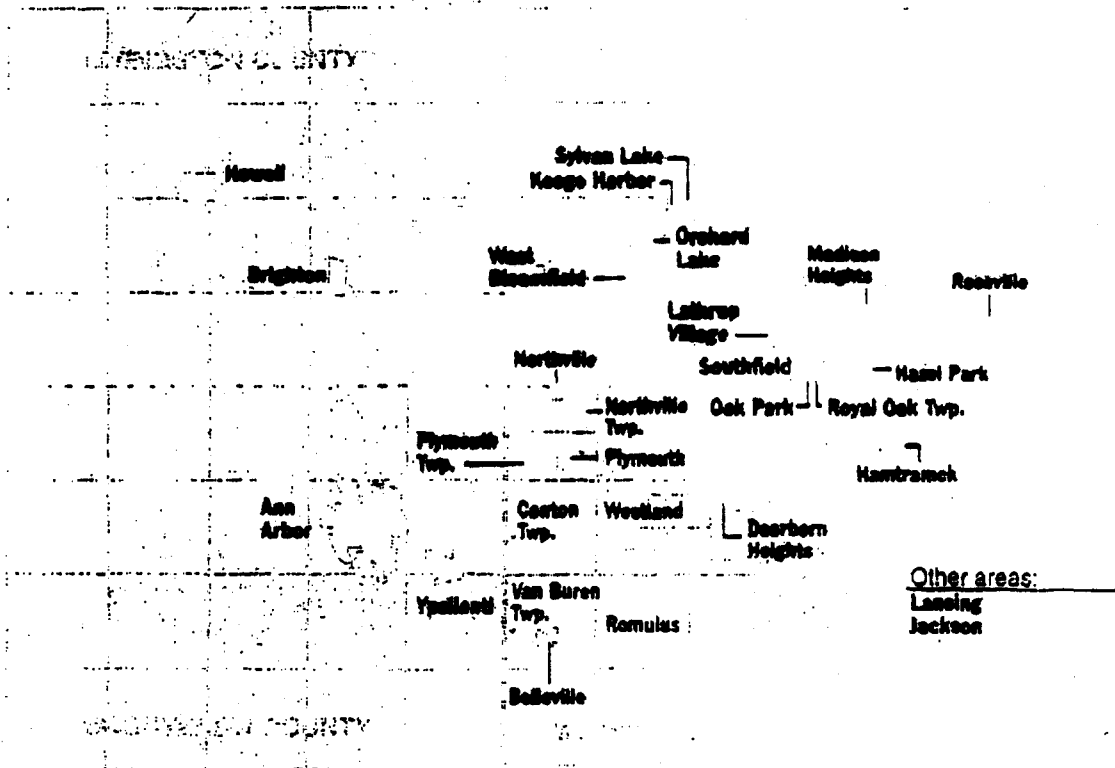
CONTINENTAL
COMMUNICATIONS

CELLULARONE
Authorized Sales and Service

Certain Restrictions Apply.

CHEAPER PHONE SERVICE

The Michigan Public Service Commission gave Continental approval to offer residential phone service in 44 communities. The process is expected to begin next year. Shown are some of the communities Continental expects to serve:



Source: Continental Cablevision

Detroit Free Press

2/12
39/19



Overview

Features Of Highway1

Continental Cablevision Inc., brings you the first generation of affordable, high speed data services to the home.

Now you can connect to the Internet at speeds that are more than 100 times faster than dial-up services.

The Highway1 cable modem and our advanced hybrid fiber optic/coaxial cable network makes it all possible.

Ready when you are:

When your computer is on - you are on the Internet! Just click and surf instantly.

Quick and easy to use:

No dialing, no waiting and no more busy signals!

Keep your phone line free:

There is no need to add a second line dedicated to your computer.

Cutting-edge software included:

The latest release of Netscape Navigator® has been customized to include special menu choices, hot buttons, bookmarks and plug-ins to enhance your multimedia experience.

Easy installation and in-home orientation:

Continental Cablevision will install all the equipment needed to connect your home computer to the Internet via Highway1. We will also configure your system to communicate with our network so you are ready to go.

Customer Care:

Help is available via telephone or online through e-mail, newsgroups, and FAQ's.

Highway1 service is intended for the personal use of Highway1 subscribers and may not be used for a commercial venture of any nature. Subscribers agree not to resell or redistribute any form of access to Highway1 service. Continental Cablevision assumes no liability for unauthorized use or misuse of the service. All users of Highway1 service must adhere to established guidelines published in the Highway1 Customer Service Agreement. Failure to comply with guidelines of the service could result in termination of service. The information contained on this web site is subject to change without notice. Highway1 TM is a trademark of Continental Cablevision, Inc. Continental Cablevision Inc®. Copyright © 1996 Continental Cablevision. All rights reserved. Netscape Navigator Included®.

End
The World Wide
Wait!



The Ultimate Internet Access



**Choose Your
Destination:**

Northeast Region

Serving
Massachusetts, Maine,
New Hampshire, New
York, Rhode Island,
and Connecticut

Southeast Region

Serving Florida and
Virginia

Midwest Region

Serving Michigan and
Ohio

Central Region

Serving Illinois, Iowa,
and Minnesota

Western Region

Serving California,
Nevada, Idaho, and
Washington

[Homepage](#)

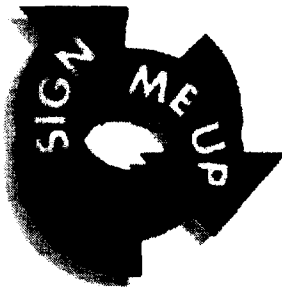
[Overview](#)

[Take A Look](#)

[How It Works](#)

[Speed](#)

[Price/Sign Me Up!](#)



Midwest Region

Michigan and Ohio

Coming Soon:

We are expanding our Highway1 service area. If your town is not listed above, join our [Inquiry List](#). You will be the first to be contacted when service is made available in your area.

Continental Cablevision Service Areas:

Check out all the [areas](#) that are served by our company.

[Homepage](#)

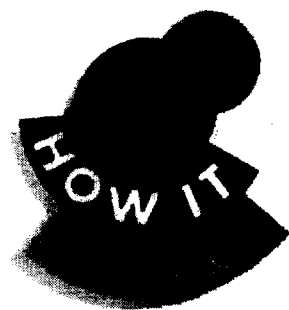
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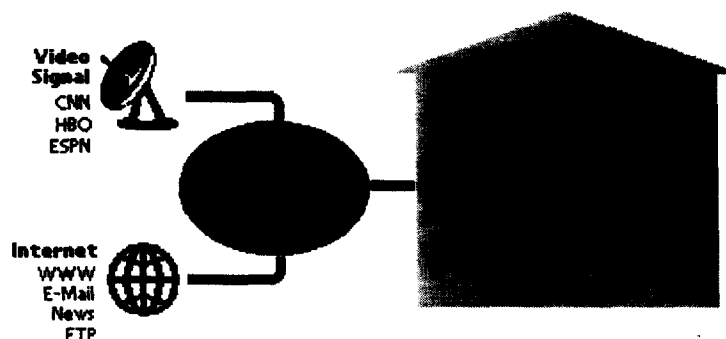


How It Works

In Your Home

Path to Your Home

FAQ



"

In Your Home Your home computer will be connected to the Internet over our hybrid fiber optic/coaxial cable network. Although your cable video service (to your TV) and your Highway1 service (to your computer) enter and leave your home over a shared wire, the two services are completely independent of each other and use of one has no effect on the other.

Top of Page

"

The Path To Your Home Continental Cablevision's commitment to offering the highest quality service and recent advances in technology have led Continental to place fiber optic equipment deeper and deeper into the cable system as well as upgrade its wiring on the street. These enhancements have significantly improved signal quality and reliability, and they have made reliable two-way data transmission a reality for Continental and its customers.

Continental's new network design, called "fiber to the serving area" or hybrid fiber/coax (HFC), subdivides a town into neighborhoods of 750 - 1000 homes, effectively creating several independent cable systems within that town.

HFC offers a number of advantages over traditional cable systems.

Fewer electronic devices means less noise and cleaner signals.

Breaking the system up into several smaller systems

Cable company to offer phone package deals

BY DENNIS NIEMEC
Free Press Staff Writer

When cable TV competition heated up this year in several metro Detroit communities, potential subscribers became instant VIPs.

In addition to an expanded menu of channels, potential customers were offered free HBO for a year. Others received a year's supply of free Kodak film ice cream bars and a chance to win a year of free cable television.

Now the cable war is spreading with the focus on another prize: The telephone.

Next year, Continental Cablevision will begin providing local phone service to residential and business customers in 44 Michigan communities, half of them in the tri-county area.

Among the first to have the service will be residents of Plymouth, Plymouth Township, Canton Township, Northville and Northville Township, said Continental spokesman Bill Black. Continental recently became the first cable operator in the state to receive a license to enter the phone business from the Michigan Public Service Commission.

The bottom line for local phone users?

Better service, lower prices and

more options. Any representatives of Continental and Ameritech, which provides phone service to 85 percent of the state, Amegitech recently began offering cable service in metro Detroit after the 1986 federal telecommunications bill allowed phone companies and cable operators to get into each other's businesses.

"There's a possibility for a one-stop communications shop," Ameritech spokeswoman Sara Snyder said Friday. "Some will want to go to one company for long-distance, cable TV, Internet, home security and cellular service."

Other Wayne County communities to receive phone service from the cable operator will be Belleville, Dearborn Heights, Hamtramck, Rensselaer, Van Buren Township and Westland.

Oakland County communities will be Hazel Park, Kearsarge Harbor, Lathrup Village, Madison Heights, Oak Park, Orchard Lake, Royal Oak Township, Southfield, Sylvan Lake and West Bloomfield Township. Roseville is the lone Macomb County where Continental has a phone license.

The communities have more than 466,000 homes.

Continental and Ameritech have

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not revealed what rates will be used next year to entice and keep telephone users. Both sides agree that customers most likely will be offered packages of services, including call forwarding and automatic callback, under one competitive price.

Area codes will not be affected.

Peter Letemara, Terry City mayor, compares the upcoming fight for local phone users to long-distance telephone competition in Troy.

"We haven't seen any dramatic increase in long-distance rates," said Letemara. "We're talking packages of difference. If you're talking a large volume, it has some meaning."

Gail Carson, of Canton Township, is a cable TV subscriber who fears a down side of competition.

"I don't like to be solicited by all these companies," Carson said. "It's like adding a group of new people to invade our space."

For the consumer, Father John Scudemeyer, professor of the history of technology at the University of Detroit Mercy, has this advice:

"Buy your next piece of telecommunications equipment like you would

a lawnmower. Don't just buy and invest in keep up."

Staff writer Dennis Niemec can be reached at 1-313-492-6503 anytime.

But LCI is focusing on building its list of corporate customers by offering flat-rate long-distance service, rather than a bundle of services.

"We do intend to provide local service in Michigan, certainly in the Detroit area," Games said.

LCI acquired Teledial America Inc., a Grand Rapids-based telecommunications company, in February. The company's strategy is to bundle as many telecommunications services as possible and offer better rates for those services to competitors.

Frontier Communications Corp., based in Rochester, N.Y., is one of the newer players in the Detroit area. It acquired Bingham Farms-based ALC Communications Corp. last year.

Kevin Bennis, president of Frontier Communications, said the nerve center of its local and long-distance operations is being run in Bingham Farms.

The company is targeting the small and medium-size business customers to buy into its bundle of services. That way, Frontier can clear up the confusion and try to exploit the perception that larger long-distance companies aren't concerned with serving smaller customers.

Long Distance of Michigan Inc., based in Hamtramck, wants to take advantage of its Detroit-area roots. It is counting on its sales force and quality of service to move forward.

"When the dust settles, people are looking for what they've always been looking for: good long distance at a fair price," said Jerry Fladbeck, president and CEO of Long Distance of Michigan. cmm

January 22, 1996

EATON RAPIDS CABLE SYSTEM OFFERS 21ST CENTURY SERVICES

LANSING, MI - The future of telecommunications is now arriving in Eaton Rapids. Continental Cablevision has begun switching its Eaton Rapids customers to a new fiber optic cable system which provides more channels and the highest-quality cable television picture available in the industry today.

"The switching process began January 15 and will take about two months to complete," Continental Technical Supervisor Vincent Byrne said. Eaton Rapids follows Holt in the hookup of the new fiber optic system.

"In this system we have installed and taken into consideration all aspects of state-of-the-art technology, fiber optics and the latest electronic equipment," said Bill Black, Continental Director of Public Affairs. "The result will be higher quality cable television reception and improved reliability of the Eaton Rapids system."

Once on the new system, Continental customers can enjoy almost twice the number of channels available on the old system. Among the new channels available are American's Talking, E! Entertainment Television,

additional cost for a month. The "Smart Box" is the first cable TV converter system in Michigan capable of two-way communications between the cable company and the consumer. The "Smart Box" makes possible instant pay-per-view movies and special events by merely entering a personal code into the remote control.

The "Smart Box" also offers such features as parental lockout controls, and on-screen program guide, and favorite-channel scanning. This promotion makes available to subscribers up to 73 channels including Court TV, ESPN-2, SCI-FI, the History Channel and the Golf Channel.

Continental Cablevision began a \$20 million rebuild of the greater Lansing area's cable system with the futuristic fiber optic technology last summer. The rebuilt network will be capable of providing games and other interactive services, Internet access and local telephone service.

Continental, Inc. is a Boston-based broadband telecommunications company with interests in domestic and international cable broadband television operations, cable programming networks, consumer satellite delivery systems and other telecommunications services such as voice and data networks and Internet access. Continental

June 27, 1996

Telephone Service Launched On Australia's Optus Vision Network

Continental Cablevision and Australian Partners Pass Another Milestone in Rollout of Nationwide Hybrid Fiber Coax System

BOSTON, MA - Continental Cablevision, Inc., and its Australian business partners today launched telephone service over their nationwide advanced broadband telecommunications network in Australia.

The move represents the first large-scale commercial deployment of telephone service over a national broadband infrastructure. In addition, it foreshadows similar telecommunications projects here in the U.S.

The telephone service is being offered through Optus Vision, the \$3 billion joint venture between Continental, Optus Communications, Publishing and Broadcasting Ltd. (PBL), and the Seven Network.

Optus Vision's telephone service brings to Australia that nation's first significant competition in the local exchange market. Optus Vision's service features rates for local calls that are significantly lower than the rates of the dominant telephone carrier, which had already frozen its fees for local telephone calls in anticipation of the competition.

Vision's network will serve most of Australia's cities and towns. Major suppliers for the telephone portion of the network include Motorola and ADC. Optus Vision began offering Australia's first cable television service over the network in September 1995.

"This is the culmination of nearly three years of planning and construction," said Martin Hannes, Managing Director of Continental Cablevision Asia-Pacific. "Our introduction of telephone service in Australia will serve as a blueprint for other markets and provide us with a window of opportunity to demonstrate the potential of a fully interactive HFC network."

Continental and its partners also plan to introduce high-speed data services over the Optus Vision network.

Through the offering of telephone service over the HFC infrastructure, Optus Vision's deployment is a precursor of the telecommunications environment in the U. S. Similar to Optus Vision, Continental plans to introduce telephone service in its cable TV service areas beginning later this year, with gradual deployment over the next several years.

September 12, 1996

CONTINENTAL CABLEVISION GRANTED LICENSE TO PROVIDE LOCAL TELEPHONE SERVICE

Application Approved by Michigan Public Service Commission

SOUTHFIELD, MI -

Continental Cablevision took another step forward in its quest to bring true choice to the local telephone market, as the Michigan Public Service Commission approved its application for a license to provide basic local exchange service. Continental submitted the application in May, and is the first cable operator in Michigan to take this step toward utilizing the expanded telecommunications capabilities of today's cable technology.

Continental intends to provide local exchange services to both residential and business customers in 44 communities in southeast and central Michigan, with potential service to more than 465,000 homes. Ultimately, Continental hopes to offer local telephone service in most of the communities it serves with cable television.

As Continental rebuilds its cable systems, a process which is proceeding rapidly, service will eventually be provided by the same high-capacity hybrid fiber-optics / coaxial cable networks that provide television services to Continental customers. The

competition in local phone service will provide the same benefits."

"The advanced fiber optics cable we are now installing has substantially improved capacity and reliability," Black added. "We are building a comprehensive communications network which will ultimately provide two-way delivery of entertainment, information, voice transmission, and high speed data, Internet and online services. Considering their resources and experience in these fields, our pending merger with US West Media Group will add to our ability to provide reliable and up-to-date telephony services."

The application includes the following communities: Eaton County - Eaton Rapids and Eaton Rapids Township. Ingham County - Delhi Township, Lansing and Lansing Township. Jackson County - Blackman Township and Jackson.

Livingston County - Brighton, Brighton Township, Genoa Township, Green Oak Township, Howell, Oceola Township. Macomb County - Roseville.

Oakland County - Hazel Park, Keego Harbor, Lathrup Village, Madison Heights, Oak Park, Orchard Lake, Royal Oak Township, Southfield, Sylvan Lake and West Bloomfield

for unlimited Internet
access for non-cable

Continental Cablevision Inc. Introduces "Highway1"

subscribers is \$59.95 per
 High-Speed Internet Access Premiers in Boston Suburbs and Jacksonville,
 FL. Other Jacksonvillians Will Follow Later This Year
 Jacksonville, FL, area.

[illegible]

Internet access service as the upgrade of its cable network continues. In Jacksonville, Highway1 unlimited high-speed access to the Internet via SURFboard cable modems will be available to Continental cable customers at a rate of \$34.95 per month, with installation available for a one-time fee of \$99.95. The rate for unlimited Internet access for non-cable customers will be \$44.95 per month. Basic Internet Dial-Up Service will continue to be offered for \$17.95 per month. In addition to the Highway1 residential service, Continental's Southeast Region will offer a full palette of Internet business applications, such as Web site hosting and Intranet services, which will be available from Continental Internet Services later this year.

Highway 1 in Metro Detroit In August of this year, Continental's Midwest Region began field trials in the suburban Detroit communities of Plymouth, Canton, and Northville. Since the start of the tests, the waiting list of interested customers has grown to over 1,400. Continental provides cable service to more than 32,000 customers in this service area. Continental's network in Plymouth, Canton and Northville was recently upgraded to accommodate two-way high-speed Internet access. In this area, Continental is using LANcity modems, and Internet access is provided by both BBN Planet and Merit Network, Inc. This dual approach provides network

in the Northeast and Southeast. For example, portions of Continental's Metropolitan Detroit system -- currently conducting technical trials of the Highway1 service -- plan commercial introduction in November. The service will be offered to the 1,400 customers who have expressed interest in the product and are currently on a local waiting list. In Continental service areas around the country, local product announcements and pricing details will be made available as the service is

Highway1 in Greater Boston Commercial introduction of Highway1 two-way high-speed Internet access in New England follows a six-month market and technical trial of Continental's residential high-speed Internet access service in about 220 homes in the suburbs west of Boston. The trial showed that Continental's broadband interactive network, comprising a mix of fiber optic and traditional coaxial cable, can efficiently accommodate the high-speed transmission of Internet and on-line data. Transmission speeds over Continental's broadband network are more than a hundred times faster than over standard telephone lines with telephone modems. Continental also used the

and Cisco are also collaborating on integrated services solutions for broadband HFC Internet delivery and access.

Microsystems, Inc., which has granted Continental a license to resell Cyber Patrol, content blocking software for parental control which includes an exclusive feature preventing children from divulging personal information on-line. SURFWatch SoftWare, Inc., a product group of Spyglass, Inc., which has granted Continental a license to resell SURFWatch, its cutting-edge content filtering software for parental control. Both SURFWatch and Cyber Patrol will be available for easy downloading by Highway1 customers. Andersen Consulting, which is providing program management and integration services to the Highway1 deployment effort. In planning and implementing the Highway1 service, Andersen Consulting's program and project management services are an effective complement to Continental's technical and operational strengths.

Content The superior transmission speed and ease of access through Highway1 will enhance for the user the experience of accessing information-rich World Wide Web and Internet sites. To avoid occasional but much-publicized bottlenecks on the Internet's "backbone," Continental will work collaboratively with content providers to cache -- continually catalog and store on a server for quicker retrieval -- the most popular sites of Highway1 users. Continental will also point users to sites with particular appeal to them. In addition, Continental is aggressively pursuing relationships with content providers and will announce agreements as they are concluded. In seeking exciting new applications, Continental's goal is to foster development of vibrant and locally-based content that takes advantage of the rapid speed of access provided by Highway1.



November 07, 1996

CONTINENTAL TELECOMMUNICATIONS LAUNCHES HOME WIRE MAINTENANCE PLAN

Customers Save Over Thirty Percent with New Service

SOUTHFIELD, MI -

Continental

Telecommunications of Michigan, Inc. announced today the launch of its home telephone wiring maintenance plan, Continental HomeWire, available in Southfield and West Bloomfield. Continental HomeWire is a money-saving, low-cost service that protects the telephone wiring inside a customer's home.

For \$1.95 per month for one telephone line and \$1 per month for each additional phone line, cable customers will save more than 30% compared to similar phone plans offered by Ameritech. (For non-Continental Cablevision customers, charges are \$2.95 per month.) Charges for HomeWire protection are added to the monthly Continental cable bills.

"Many people don't realize they are responsible for maintaining the telephone wiring and jacks inside their home," said Bill Black, Continental's Public Affairs Director. "And if there is a problem, it can be costly and time consuming. For example, a service call can cost \$51 for the trip and \$21 for each 15 minutes repair time."

to and including the telephone jack. The service even includes a 60-day loaner phone at no extra cost if the problem is with the customer's telephone. HomeWire includes unlimited service calls to diagnose and repair telephone and jack problems.

By law, certain repair work to the network interface must be done by the local telephone company. If there are problems that require work by the local phone company, Continental will, without charge, call and schedule repairs with them.

"Continental HomeWire is just one more way to make our customers' lives a little easier," said Black. At this time, Continental HomeWire is available to anyone in Continental Cablevision's West Bloomfield or Southfield service area who resides in a single-family home. HomeWire is not available for apartments or other multiple-dwelling residences.

Continental Telecommunications is a subsidiary of Continental Cablevision, which has announced a pending merger with US WEST Media Group.

Contact: Bill Black, Director of Public Affairs; (810) 204-1806; bblack@continental.net; 26500 Northwestern Hwy., Suite 203,

November 15, 1996

U S WEST Media Group And Continental Cablevision Close Merger

- Alliance reshapes U S WEST; advances its strategy -

ENGLEWOOD, CO - ENGLEWOOD, CO, November 15, 1996 -- U S WEST Media Group (NYSE: UMG) and Continental Cablevision closed their merger today, enhancing U S WEST's position as a world leader in telephone and cable services. "This merger is a watershed event for us," said Richard McCormick, chairman and CEO of U S WEST. "We formed our domestic cable strategy four years ago as away of expanding our presence outside our traditional territory. With our Time Warner alliance, our MediaOne properties in Atlanta and, now, Continental, our networks pass more than 26 million American cable homes with superb clusters in the top 60 markets."

Chuck Lillis, president and CEO of Media Group, said, "We and Continental have been aggressively upgrading our networks so customers can get more video channels, faster Internet access and competitive local phone services. Now that we're one of the nation's largest broadband communications companies, we're in a great position to take advantage of these marketplace opportunities."

Continental's shareowners yesterday approved the merger of Continental into a subsidiary of U S WEST, Inc. And, since the merger was announced in February, both the Federal Communications Commission and the U.S. Department of Justice have approved it. The FCC approval requires that U S WEST divest itself of Continental cable properties in the U S WEST Communications 14-state service territory. The DOJ approval requires that U S WEST divest itself, in stages, of Continental's interest in Teleport Communications Group.

The terms of the transaction were unchanged from those previously announced. The equity portion of the merger will be \$1 billion in U S WEST preferred stock, convertible to Media Group common stock; \$1.150 billion in cash; and 150.6 million shares of U S WEST Media Group common, valued by Continental at \$21 a share.

U S WEST also announced today that it plans to repurchase up to \$350 million of Media Group common stock. This plan will be contingent upon market conditions.

U S WEST Media Group (NYSE: UMG), one of America's largest broadband

December 10, 1996

U S WEST MEDIA GROUP TO ACQUIRE MICHIGAN CABLE SYSTEMS

Will further clustering in Michigan with about 40,000 additional customers

ENGLEWOOD, CO - U S WEST Media Group (NYSE: UMG) said today that it will acquire cable systems serving about 40,000 households from Booth American Company.

The systems, serving 12 communities (see below) in Jackson and Oakland counties, are contiguous to Continental Cablevision's systems serving 345,000 Michigan subscribers, which will lead to improved operational efficiencies. Continental, which was merged into Media Group in November, manages Media Group domestic cable operations.

"This acquisition enhances our cluster in Michigan with high-quality systems of unusually high penetrations and revenues-per-customer," said Chuck Lillis, president and CEO of Media Group.

The transaction will be structured as a tax-free merger. Consideration of \$75 million will consist of \$50 million in U S WEST, Inc. preferred stock and \$25 million in assumed debt

The communities served by Booth American (Booth Communications) are Leoni Township, Liberty Township, Napoleon Township, Sandstone Township, Spring Arbor

Jackson County. The communities in Oakland County are Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township and Franklin.

U S WEST Media Group (NYSE: UMG), one of America's largest broadband communications companies, is involved in domestic and international cable and telephony, wireless communications, and directory and information services. For 1995, U S WEST Media Group reported proportionate revenues of \$5.1 billion.

Media Group is one of two major groups that make up U S WEST, a company in the connections business, helping customers share information, entertainment and communications services in local markets worldwide. U S WEST's other major group, U S WEST Communications, provides telecommunications services in 14 western and midwestern states.

Continental Cablevision
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December 12, 1996

CONTINENTAL CABLEVISION, INC. OPENS STATE-OF-THE-ART NETWORK OPERATIONS CENTER

Network Management Capabilities Form Foundation for Company's
Customer Care Initiatives

ANAHEIM, CA - Anaheim, CA, December 12, 1996 -- As part of an ongoing effort to improve and enhance its ability to provide subscribers with the latest in customer care technology, Continental Cablevision today announced that its new Network Operations Center (NOC) is now fully operation.

The NOC is located in Chelmsford, Mass., just outside of Boston, in Continental's 1.1 million subscriber Northeast Region. It brings together state-of-the-art technologies from several industry-leading vendors -- including CSG Systems, Cabletron Systems, Superior Electronics, and Remedy Corp. -- into an enterprise-wide network management hub that allows technicians to monitor the performance of video and high-speed data (HSD) offerings nationwide. The NOC will also keep tabs on the technical performance of the company's anticipated telephone service as it is introduced in the months and years ahead.

"The Network Operations Center forms the foundation

an equipment database that included the performance history of a particular server or router.

CSG Systems' Phoenix The NOC also supports Continental's subscriber management system known as "C2IT" (Customer Care Information Technologies) by monitoring its performance. C2IT (pronounced "see-to-it"), which is already up and running in Continental's Pompano, Fla., system, allows customer service representatives (CSRs) nationwide to handle subscriber billing, sales, service calls and program packaging from Apple workstations connected to local and wide area networks.

"C2IT gives our CSRs the ability to greatly improve the level of service to our customers, so it is crucial for us to have the monitoring support from the NOC. C2IT contains the Phoenix customer care product management and billing system provided by CSG Systems. The account, product and dispatch modules allow CSRs to identify where customers live, and to customize transactions through service packaging," Strickland said.

"The fully operational NOC helps ensure the high availability of the

SERVICE PROVIDERS TO MULTI-FAMILY DWELLING UNITS

GE CAPITAL - RESCOM

TCG

PEOPLE'S CHOICE TV

BROOKS FIBER

USN

GTE (currently in GTE territory only)